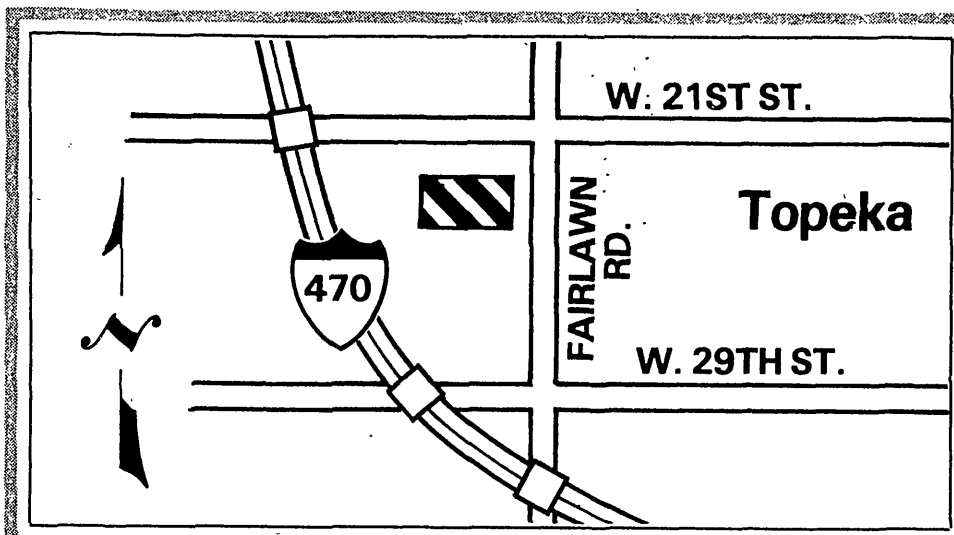


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Extra
Extra
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Venture Opens New Store in Topeka

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About it!
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Located At 21st And Fairlawn, Topeka

This week marks the opening of a new Venture store in the Topeka area. While Venture is new to Topeka, it's well known to savings conscious shoppers throughout the midwest. Venture first opened its doors in January, 1970. Since then, Venture has achieved outstanding growth, becoming one of the largest mass merchandisers in the midwest, with an annual sales volume in excess of \$800 million. A division of the May Department Stores Company, Venture currently boasts 55 stores in 7 states. Over 12,000 associates are on the Venture payroll, with over 275 associates in Topeka alone. With several more stores on the drawing board, Venture anticipates even greater growth over the next few years.

At Venture we believe in Customers with a Capital C...Customer satisfaction is our number one priority at Venture.

Michael R. Lynch, Director of Stores

At Venture, the "Customer with a capital C" concept goes far beyond simple grammatical concerns. It is the very cornerstone upon which the entire Venture organization is built.

The Customer who enters a Venture store will undoubtedly be impressed by the clean, friendly surroundings, the attractively arranged merchandise and the wide easy to shop aisles. The design of the Topeka store, like other Venture stores, puts its emphasis on quick, self service shopping and easy to read signs. "Signs are our sales people," says Executive Vice-

President Maxine Clark. "They tell the Customer what they need to know in order to make the right purchase."

Although the emphasis is on self-service shopping, Venture's management is quick to point out that knowledgeable Venture associates will be on hand to help Customers when needed, particularly at the special service counters in the jewelry, auto service and electronics departments. You'll recognize a Venture associate by the bright orange vest or smocks which they always wear for easy Customer identification.

Venture is really a lot of little stores in one. It's a fashion store. A toy store. A gift store. A hardware store and an even more store, with one day film developing, monogramming, layaway and check cashing services.

In addition to assorted gizmos and must-have basics, fine fashions, footwear and jewelry, Venture stocks the latest high tech items including video recorders, computers and rack stereo systems; everything you need to convert your home into a gym or an office, plus contemporary furnishings to enhance your home no matter what your lifestyle.

Not only can you find what you want at Venture, you can find it the way you want to pay. Putting Customer satisfaction, selection and quality aside for a moment, one of the most important reasons why people enjoy shopping at Venture is value.

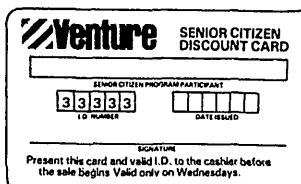
There are many ways to interpret value at Venture. But no matter whether it's through low everyday prices, even lower sale prices, special purchases or manufacturer's coupons, one thing is for sure. Value at Venture means having the right item at a price you can afford. Venture buys big which allows them to buy well. Because Venture buys big, the Customer pays less. That, very simply, is the Venture way of doing business.

Says Venture President and Chief Executive Officer Julian Seeherman, "Venture is pleased and proud to be taking part in the growth of the Topeka community, and we at Venture pledge to live up to the fine reputation for excellence in retailing that we have achieved over the years."

Venture is proud to take part in the growth of the Topeka community...and pledges to live up to our reputation for excellence.

Julian Seeherman, President and Chief Executive Officer

Senior Citizens Save Extra 10% Each And Every Wednesday



Every day is a great day to save at Venture, but if you are 62 years of age or older, Wednesdays are extra special, because that's the day you get to use your 10% Senior Citizen Discount at Venture.

"Many of our Customers are on a fixed income. This discount really expands their buying power," says Robert Grisoff, program coordinator. "It allows these Customers to save not only on quality regular priced goods, but on timely advertised merchandise as well. We're talking about thousands of items throughout the store, with very few exceptions."

The 62 and older market represents a large and growing segment of the population, and we're pleased to offer these special savings...

Don R. Clarke, Chairman, Venture Stores

Venture's Senior Citizen Discount program was the result of two years of extensive research and planning, involving a special task force of Venture associates from all areas of the company including the stores, advertising, merchandising and data processing. Members of this task force visited retirement communities and conducted interviews and surveys.

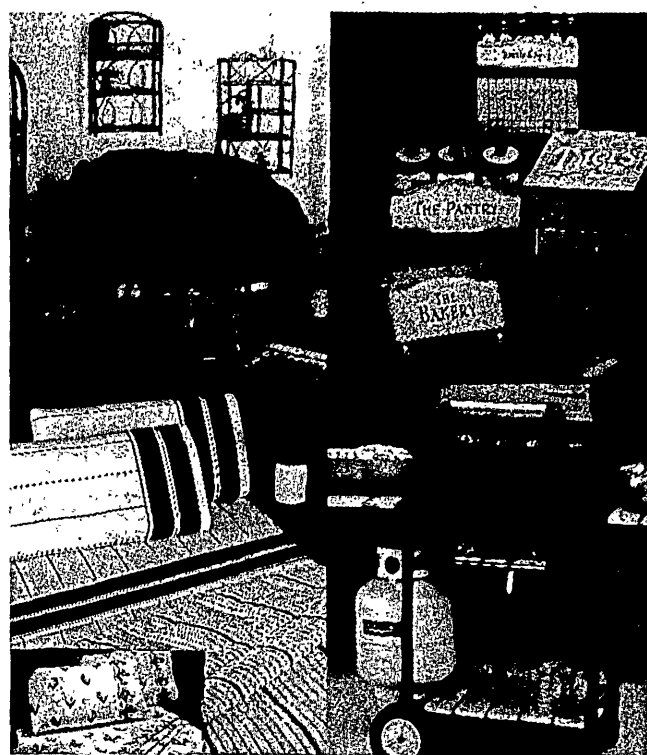
Based upon the research gathered by this task force, the apparel, pharmacy, home health care and many other divisions began making adjustments in their assortments with an eye toward the older Customer.

In addition, the staffing in each Venture store was adjusted to better serve the older Customer who would mostly tend to shop at Venture during the day.

The Venture restaurant and snack bar facilities expanded their menus to include a variety of low sodium, low sugar and low cholesterol meals, all at low Venture prices.

Venture makes it easy for people to use their discount privileges. Venture's policy is to issue a Senior Citizen card to any Customer over the age of 62 who can show valid proof of age. When checking out purchases, all one has to do is show their card and a valid ID with their picture on it.

In Topeka, Venture will be working with various local community groups to pre-register Customers and get discount cards distributed. The Venture Senior Citizen Discount is all part of a planned program on the part of Venture to enhance satisfaction among all of its Customers.



Venture has everything you need to enhance your home...rattan furniture, wood kitchen accessories, contemporary bedding, gas grills and much more.

Explore Venture's Exciting World Of Home Fashions

Whether it's rattan furniture, a microwave oven or a bath ensemble you're looking for, Venture is your one-stop shop for all of your home decorating needs.

Venture's Domestic department features brand name sheets, bath accessories, rugs, blankets, towels and pillows from famous makers such as Cannon, Burlington, St. Marys and other great names. Stop by Venture's monogramming center and get many of those items personalized for an affordable low price.

Venture's Home Furnishings department features a complete selection of lifestyle furniture and lamps, including ceramic, wood or glass table lamps, and desk lamps for home or office.

In Venture's Fashion Housewares department you'll find a complete line of exciting tableware, including dinnerware, glassware and flatware.

In the Electronics department, you'll discover a full assortment of name brand vacuums, microwaves and microwave accessories. Toasters,

toaster ovens, food processors irons and coffeemakers round out Venture's huge selection of kitchen appliances. Look for names like Hoover, G.E., Norelco, Hamilton Beach and many others.

Outdoor living needs are also available at affordably low prices. Choose from a wide range of outdoor dining sets, lawn mowers, gas grills and patio furniture.

For entertaining at home, you'll want to check out the sound savings in Venture's Electronics department. There's TV's, computers, cameras, VCRs, stereos, telephones, video tapes, cassette tapes and more, from the recognized leaders in electronic technology...Sharp, Canon, Sony and Panasonic to name a few.

From rack stereo systems to everyday basics, it's Venture for all of your home furnishing needs. And there's so much more in store for you at Venture, you'll see why "Saving at Venture is Saving with Style."

Your Venture Managers



The Topeka Venture management team from left to right: Herman Lall, Asst. Store Manager-Hardlines, Edith Lewis Asst. Store Manager-Softlines, Jerry Gaston Store Manager, Carolyn Harris Asst. Store Manager-Operations.



Venture puts it all together with fun fashions for the whole family... Season after season, you'll find the latest looks at low prices everyday.

Saving At Venture Is Saving With Style

Fashion at Venture means many things to its Customers. It means great looks, fine quality and super selection at very special savings. You'll find brand name fashions from Lee, Ocean Pacific, Garan, Sasson, Ivy Club and many more. All in a fabulous selection of the latest styles and colors. With color being the key element in fashion this spring, Venture fits the fashion scene by offering this season's freshest colors in soft pastels, bold solids, prints and stripes.

Fashion at Venture also means variety from tiny newborn sizes to tall mens sizes and everything in between.

Venture has the fashion to fit and the styles that are just right for you. Weekend wear, activewear, sportswear, dresswear and more, plus all of the right accessories for a total fashion look.

This spring and summer season, Venture makes a casual fashion statement in cool, comfortable walk shorts, muscle tops, crop

tops, knit tops, print shirts and active bottoms. Plus super fashion looks in swimwear and accessories...sunglasses, colorful jewelry, shoes and handbags to name a few. Plus, head to toe fashions to color your world, from visors and hats to the latest plastic jelly shoes and totes.

With the summer Olympics upon us, Venture has geared up for an action-packed summer with a winning selection of active separates in tops, shorts and bottoms for running the marathon or just a short jog to a friend's house.

Along with a fine selection of great weekend and casual wear, Venture also has pretty dresses, skirts and suits for women and girls, plus great looking slacks, shirts and ties for men and boys.

So if you're looking for casual spring and summer wear, dressy looks for the holidays, or just stocking up on those everyday basics, Venture has it all! So come to your new Venture store and see why Venture is the store that saves you more.

Venture's "No Hassle" Exchange Refund Policy

If for any reason, you are not completely satisfied with merchandise purchased, Venture will cheerfully exchange or refund your full purchase price. Venture wants you to be satisfied.

What's In A Name? At Venture, Big Names Mean Big Savings For The Whole Family

• Lee • Nike • Atari • Jordache • FunStuff • Fisher-Price • Casio • Regent Classics • Hoover • Polaroid • G.E. • Rubbermaid • Revere • Michelin • Vidal Sassoon • Durand • L. Egge • Heaton • Cuddles • Glaro • Garan • Panasonic • West Bend • Motorcraft • Turbo • Sanyo • Hanes • Sunbeam • Memorex • Plush Plus • Playtex • Sesson • Commodore • Webcor • Bassett • Conair • Volleys • Fruit-Of-The-Loom • Eveready • JVC

Grand Opening Film Developing Special

Now, for a limited time only, bring in a roll of color print for developing, and get a second set of prints FREE! Plus, you get one day film developing 7 days a week, all year long! Applies to 110, 128, 135 and disc standard size film only.

Grand Opening Special Events For Value Conscious Venture Customers

- Cabbage Patch Sweepstakes, April 1st through April 15th
- Mattels Hot Wheel Race With Special Appearance By Captain Hot Wheels April 14th 12 PM to 1:30 PM
- Icee Bicycle Sweepstakes, Register April 9th to May 5th
- Special Appearance By Care Bears And Strawberry Shortcake April 21 2 PM-4 PM
- Special Appearance By Master Of The Universe, April 14th 3 PM to 5 PM
- Gloria Vanderbilt Sweepstakes, Register April 22nd to April 29nd
- Special Appearance By Poochie, April 22nd 2 PM to 4 PM